



Ex Parte VIA ECFS

22 April 2013

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

Re: Notice of Ex Parte Presentation - Facilitating the Deployment of Text-to-911 and Other Next Generation 911 Applications, PS Docket No. 11-153; Framework for Next Generation Deployment, PS Docket No. 10-255

Dear Ms. Dortch:

On 18 April 2013, on behalf of MediaFriends Inc., I met about the above referenced proceedings with David Turetsky, Bureau Chief, Nicole McGinnis, Deputy Chief, Policy & Licensing Division, Aaron Garza, Attorney-Advisor, Policy & Licensing Division and Tim May, Analyst, Policy & Licensing Division, from the Public Safety & Homeland Security Bureau; Walter Johnston, Chief, Electromagnetic Compatibility Division and Michael Ha, Engineer, from the Office of Engineering and Technology.

We discussed the “bounce back” messages when a consumer attempts to send an SMS text message to 911, using services that do not support such, and in particular, next generation OTT messaging services.

The MediaFriends’ service, HeyWire, an OTT service, has implemented bounce back message functionality when a subscriber sends a message to 911. It has been in production service since Autumn 2012.

MediaFriends implemented the SMS911 bounce back function based on a ‘cloud’ network architecture to facilitate the greatest flexibility for future enhancements. It was completed very efficiently and expeditiously in conformance with recent directives regarding SMS 911 requirements and serves the public interest.

MediaFriends Inc. has devoted enormous intellectual capital, financial resources and industry education into development of its technology and resultant products. It has expressed its willingness to provide additional information that would assist the FCC in this regard.

Pursuant to the Commission’s rules, this notice is being filed for inclusion in the public record. Please contact me should you have any questions.

Regards,



Gene Lew
Chief Technology Officer for MediaFriends, Inc.